



MaGrann Makes Its Mark With The ENERGY STAR Label

MaGrann Associates, a full-service energy consulting group, uses the ENERGY STAR label on all of its promotional materials including its tradeshow booth.

Based out of Mt. Laurel, New Jersey, MaGrann has been a part of ENERGY STAR since 1997. The company works with utilities and builders to design heating and cooling systems, rate, and certify ENERGY STAR Labeled Homes.

According to Roy Harvey, vice president of MaGrann, the company also assists builders with energy code calculations for their models. "We're certifying more and more homes everyday," Mr. Harvey said.

MaGrann markets aggressively to both utilities and builders and plans to continue using the ENERGY STAR logo to help recruit builders into the program. "The ENERGY STAR logo has enabled us to link to a national campaign that has helped us expand our business," Mr. Harvey said.

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